

OFFICIAL RULES

July 1, 2010

MANY WILL ENTER, FEW WILL WIN.

- 1. NO PURCHASE NECESSARY. PURCHASE WILL NOT ENHANCE YOUR ABILITY TO PARTICIPATE OR WIN.**
- 2. ELIGIBILITY: OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES, DISTRICT OF COLUMBIA AND TERRITORIES OF THE U.S. VIRGIN ISLANDS WHO ARE ENROLLED AS A STUDENT IN GRADES 4 THROUGH 12 DURING THE 2010/2011 SCHOOL YEAR, AND ARE 9 YEARS OF AGE OR OLDER AS OF 9/1/10.** Employees, officers and directors of Target Corporation ("Sponsor"), The Center for the Book in the Library of Congress, Affiliate State Centers for the Book, and their respective parent, subsidiaries, and affiliated companies, advertising, promotion, or production agencies, web masters/suppliers (and their IRS dependents, immediate family members [spouse, parents, children, siblings] and individuals residing in their same household, whether or not related) are not eligible to participate. By participating, entrant (and entrant's parent/legal guardian if entrant is a minor) agrees to these Official Rules, and the decisions of the Sponsor and/or the Judges which are final and binding in all respects. Void where prohibited.
- 3. PROMOTIONAL PERIOD:** The Contest begins on 8/1/10 and ends 12/12/10 (the "Promotional Period").
- 4. CONTEST ENTRY GUIDELINES:** The intention of the Contest is to motivate the entrant to read, be inspired and write back! Entrants are challenged to select a piece of literature that has inspired them to change their view of the world and/or

themselves. There will be three (3) Levels of Competition: Level 1 for Grades 4 – 6, Level 2 for Grades 7 and 8, and Level 3 for Grades 9 – 12.

- A. The entrant must first select a fiction or nonfiction book, short story, poem, essay, or speech (not including song lyrics) that they have read and have strong feelings about. Some questions to consider when selecting your piece of literature may include, but are not limited to: Did the content of the literature mirror your life in some way? What strengths or weaknesses do you share with the subject in your piece of literature? What did this literature show you about your world that you had never noticed before? What surprised you about yourself while you were reading the literature? Why was the literature meaningful to you?
- B. Express yourself! Write a personal letter to the author of the literature you have selected. Your letter should not be intended to flatter the author or summarize the piece of literature, rather the entrant should aim to correspond with the author and convey the thoughts, feelings and/or ideas that they learned from the author's writing as well as how this has impacted their life. The entrant should write honestly and from their own perspective. The entrant submitting an Entry for Level 1 should convey their letter to the author in no less than 100 words and no more than 400 words. For Level 2, the entrant should use no less than 300 words and no more than 600 words. Level 3, the entrant should use no less than 500 words and no more than 800 words.
- C. Obtain a Letter About Literature 2010 Entry Coupon by visiting www.lettersaboutliterature.org or by mailing a first-class stamped envelope (Vermont residents only may omit return postage) to: Letter About Literature Entry Coupon, PO Box 609, Dallas, PA 18612 for receipt by 12/22/10. The Entry Coupon must be filled out in its entirety and submitted with the Entrant's Letter.

5. **TO ENTER:** Contest entries should include the entrant's letter about the literature they have read and their Entry Coupon filled out in its entirety (hereafter, "Entry"). Entrant's letter should have their name and complete return address (either home or school address) printed in the upper right-hand corner of the first page of their letter. Entries should be mailed in a flat 8 x 10 envelope or larger with first-class postage to: Letters About Literature Contest, Competition Level <indicate 1, 2 or 3, Post Office Box 609, Dallas, PA 18612. Entries must be postmarked by 12/10/10 and

received no later than 12/20/10. Entries that do not comply with the Contest Entry Guidelines as stated in section 4 above will be ineligible at Sponsor's sole discretion. Each Entry (a) must be the original creation of the submitting entrant, (b) must be unpublished and cannot have been submitted in any other competition, (c) must not infringe upon or violate any rights of any third party, including but not limited to, intellectual property rights such as but not limited to patents, copyrights, trade name/trademark/logo, and/or rights of privacy or publicity or portrayal in a false light or any other rights of any person or entity; and by submitting an Entry each entrant (and the entrant's parent/legal guardian if entrant is a minor) warrants and represents that his/her Entry fully and completely conforms to the stated requirements. Any Entry which is deemed to be inappropriate for publication, or libelous, slanderous, obscene, vulgar or harassing, (all as solely determined by Sponsor) will be deemed ineligible. No other form of participation other than as stated in these Official Rules is valid. Further, by submitting an Entry, entrant (and the entrant's parent/legal guardian) grants permission for Sponsor to post, and otherwise make use of, the Entry on the World Wide Web as is consistent with these Official Rules, (as solely determined by Sponsor) and warrants and represents that he/she has properly secured, and has all right to grant such permission. Sponsor suggests that entrant keep a copy of their Entry. All entries become the sole property of the Sponsor, and will not be acknowledged or returned. Limit one (1) Entry per person. Limit one (1) Entry per outer mailing envelope.

6. **STATE LEVEL OF JUDGING:** Entries will be judged at the State Level which will be determined by the geographic location of the entrant's home residence. For the purposes of this Contest, the District of Columbia and the territories of the U.S. Virgin Islands will be considered States. Entries in each State will be judged against entries within their same State and Level of Competition by Representatives from the Affiliate State Centers for the Book whose decisions are final and binding in all judging matters related to the State Level of Judging. Entries in each State for each Level of Competition will be judged on the following criteria: Exposition (the writer's use of language skills, organization and grammar), Content (the writer's achievement in addressing the contest theme), and the Writer's Voice (the writer's style and originality of expression). Each of the three (3) judging criteria will be scored on a scale of zero (0) to five (5), where five (5) is excellent and zero (0) is not

fulfilling the judging criteria. The Entry in each State for each Level of Competition with the highest cumulative point score will be declared the State Winner for their Level of Competition (3 winners per State, 1 for each Level of Competition) and will advance to the National Level Judging. In case of a tie, tied Entries will be evaluated by a new judge according to original criteria, and the tied Entry with highest cumulative score by new judge will be declared winner of the tie. State Winners will be notified on or about 3/21/11.

7. **NATIONAL LEVEL JUDGING:** Once the top three (3) Entries from each State, one (1) per Level of Competition, have been determined, the National Level Judging will occur. Entries will be judged by Representatives from the Center for the Book in the Library of Congress whose decisions are final and binding in all judging matters related to the National Level Judging. Entries at each Level of Competition will be judged on the following criteria: Exposition (the writer's use of language skills, organization and grammar), Content (the writer's achievement in addressing the contest theme), and the Writer's Voice (the writer's style and originality of expression). Each of the three (3) judging criteria will be scored on a scale of zero (0) to five (5), where five (5) is excellent and zero (0) is not fulfilling the judging criteria. The two (2) entries in each Level of Competition (6 total) with the highest cumulative point score will be declared the National Winners. After the National Winners are determined, the next four (4) entries with the highest cumulative point score for each Level of Competition (12 total) will be declared the National Honorable Mention Winners. In case of a tie, tied Entries will be evaluated by a new judge according to original criteria, and tied Entry with highest cumulative score by new judge will be declared winner of the tie. National Winners and National Honorable Mention Winners will be notified via phone or mail on or about 4/21/11.
8. **PRIZES: National Prize (6, 2 per Level of Competition):** \$500 Target GiftCard. Retail Value of each prize \$500. National Prize winners will also secure a \$10,000 Letters About Literature Reading Promotion Grant for a community or school library in their name. **National Honorable Mention Prize (12, 4 per Level of Competition):** \$100 Target GiftCard. Retail Value of each prize \$100. National Honorable Mention Prize winners will also secure a \$1,000 Letters About Literature Reading Promotion Grant for a community or school library in their name. The final

selections of the community or school libraries for the Letters About Literature Reading Promotion Grants are at the Sponsor's sole discretion. **State Level Winners (156, 1 per State per each Level of Competition):** \$50 Target GiftCard. Retail Value \$50 each prize. Target GiftCard can only be used for future purchases at Target retail locations or for online purchases at Target.com but CANNOT be used to pay already established credit balances. GiftCard may be used to pay online shipping charges, gift wrap, and/or taxes on purchases; and any remaining balance after any use will remain on the GiftCard. Expenses not specified herein are solely the responsibility of the winners. If the winners cannot accept their prize as stated, prize will be forfeited in its entirety and an alternate winner will be determined. National and National Honorable Mention prizes will be awarded in the name of, or to, winner's parent/legal guardian who must execute all documents and agree to all obligations and undertakings of winner, both on behalf of himself/herself and winner, or prize may be forfeited and an alternate winner will be determined. State Level winners' prizes will be shipped within 4-6 weeks of determination. No substitution, cash redemption or transfer of prize, but Sponsor reserves the right to substitute prize with prize of equal or greater value if advertised prize becomes unavailable.

9. **GENERAL CONDITIONS: Participants (and participant's parent/legal guardian,) agree (a) that Sponsor, The Center for the Book in the Library of Congress, Affiliate State Centers for the Book, and their respective parent, subsidiaries and affiliated companies and advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (individually and Collectively "Releasees") will have no liability whatsoever for, and are released and shall be held harmless by participants (and participants' parent/legal guardian) against, any liability, for any injuries, losses or damages of any kind, to person(s), including death, or property, or violation of intellectual property or personal rights (such as but not limited to, copyright, trade name/trademark, and/or rights of privacy or publicity or portrayal in a false light) resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest or in any Contest-related or travel related activity and the use of the Entry submitted, and (b) winners (and winner's parent/legal guardian), by acceptance of prize, except where legally prohibited, grants**

permission for Sponsor (and agrees to confirm such agreement in writing), and those acting pursuant to its authority to use his/her name, photograph, voice and/or likeness and prize information and/or Entry (and notwithstanding anything to the contrary in these Official Rules license the use of the Entry, which may be altered, changed, modified, edited, used alone, together or with other works, and/or in distorted form, as solely determined by Sponsor) for advertising, trade, commercial and promotional purposes without further compensation, at any times or time, in all media now known or hereafter discovered world wide and on the Internet and/or World Wide Web without notice or review or approval. National and National Honorable Mention winners (and winner's parent/legal guardian) may be required to complete, sign and return an Affidavit of Eligibility, a Liability Release, and where lawful a Publicity Release within seven (7) days of prize notification. If Affidavits/Releases are not received by the date stated on the notification, or if a potential winner is found to be ineligible or not in compliance with these Official Rules, or if any prize notification or prize is returned as undeliverable, prize will be forfeited and an alternate winner will be determined. Taxes on prize are solely winner's responsibility. Each Entry will be deemed a Work Made For Hire under the Copyright laws of the United States, but if it cannot be so deemed, then each of the winners (and the winner's parent/legal guardian) irrevocably assigns and transfers to Sponsor all of his/her right, title and interest in and to his/her Entry, including all but not limited to all copyright and trademark rights which he or she may have, in the United States and worldwide, therein, for consideration, the receipt and sufficiency of which is hereby acknowledged. Winners (and winner's parent/legal guardian) hereby waive in favor of the Sponsor, all rights of "Droit Moral" or "Moral Rights of Authors" or any similar rights or principles of law that winners (and the winner's parent/legal guardian if winner is a minor) may now or later have to their Entry. Sponsor reserves the right to alter, change or modify the winning entries, at their sole discretion. Upon request of the Sponsor, winner(s) (and the winner's parent/legal guardian) shall execute and deliver such additional instrument of assignment, as may be solely deemed by Sponsor, reasonably necessary to establish the ownership of record of the right, title and interest in and to the Entry and of the copyrights transferred and "Moral Rights of Authors" waived under these Official Rules. Should Sponsor fail to request the said assignment as stated, that shall not be deemed a waiver of Sponsor's rights

and Sponsor may at a later time request the assignment. **The entry information provided is subject to the Privacy Policy found on The Library of Congress's website. To read that Policy, access <http://www.loc.gov/homepage/legal.html> and then access the Privacy Policy.**

- 10. LIABILITY LIMITATIONS:** Releasees are not responsible for illegible, lost, late, damaged, separated, misdirected, incomplete, stolen, or non-delivered entries or mail; or for other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry, or other information or the failure to capture, or loss of, any such information. Persons who tamper with or abuse any aspect of this Contest, as solely determined by the Sponsor, will be disqualified. Releasees are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the web site. Releasees are not responsible for injury or damage to participant or to any person in relation to or resulting from participating in this Contest. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at their sole discretion to suspend, modify or terminate the Contest, and select the winners from entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Releasees are not responsible for any incorrect or inaccurate information, and assume no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, theft or destruction, or unauthorized use of this web site.
- IN NO EVENT WILL RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEB SITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEB SITE.**
- WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS WEB SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-**

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11. **WINNER'S LIST:** For the names of the winners, send a self-addressed, stamped envelope to: Sweepstakes Mail – LAL 2011, Target Corporation, 33 S. 6th Street, Mailstop CC2235, Minneapolis, MN 55402 for receipt by 5/27/11.

12. **SPONSOR:** Target Corporation, 1000 Nicollet Mall, Minneapolis, MN 55403.